



DIGITAL TOOLKIT

***The California Commission on the Status of Women and Girls: California
Blueprint for Women’s Pandemic Economic Recovery***

#WomenAreEssential #InvestInUs

Table of Contents

[Digital Campaign Overview](#)

[Hashtags](#)

[Sample Social Posts](#)

[Twitter Handles](#)

[Twitter](#)

[Facebook and Instagram](#)

[You can download graphics for use HERE](#)

Digital Campaign Overview

The California Commission on the Status of Women and Girls (CCSWG) released the California Blueprint for Women’s Pandemic Economic Recovery (Blueprint) on November 1, 2022. The Blueprint is a comprehensive plan that adopts, for the first time, a gendered lens on the state economy, and offers critical policy solutions that center women as key drivers of industry and as essential workforce participants.

In partnership with the California Policy Lab (CPL), CCSWG examined pre-pandemic economic conditions for women, women’s labor-market outcomes during the height of the

pandemic, financial indicators during the peak of the pandemic government response period, and overall safety net usage by women. CCSWG reviewed the outcomes and conducted an extensive review of current literature to generate a snapshot of women's economic well-being and offer an estimate of the likely outcomes for the state economy moving forward.

We must continue to call for investment in California's women.

Please join us in sharing the findings of the Blueprint for Women's Pandemic Economic Recovery - and in calling for dedicated investment and interventions to ensure women's recovery.

This toolkit provides sample social media posts and graphics to support this effort. Please tag us at @CCSWG when sharing.

When posting, just be sure you:

1. Use the hashtags #WomenAreEssential and #InvestInUs
2. Tag your friends, family members, and co-workers and invite them to tell their stories and share the findings of the Blueprint, too.

Don't forget to follow CCSWG on social media!

[Twitter](#)

[Instagram](#)

[Facebook](#)

Hashtags

#WomenAreEssential

#InvestInUs

Sample Social Posts

The following are sample prompts to modify in your own words. And remember—please include one of our enclosed graphics or charts that highlight the impact that the COVID-19 pandemic has had on women, and on our economy.

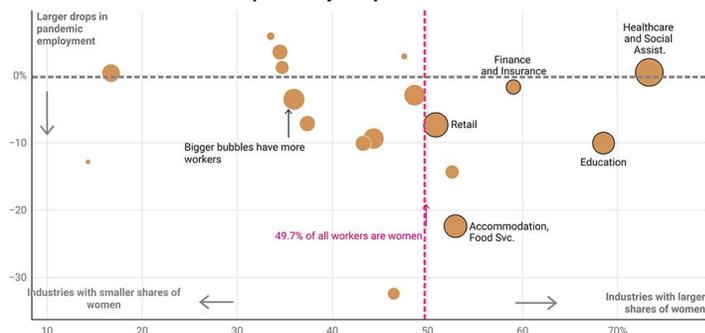
🌟 Over the first 2 years of the pandemic, U.S. women lost more than [5.4 million net jobs](#). 🌟

In CA, nearly 80% were in retail, education, hospitality, healthcare & government - industries where women are overrepresented in lower paying positions.

#WomenAreEssential #InvestInUs @CCSWG



Which sectors were most impacted by the pandemic?



Source: California Policy Lab analysis of Employment Development Department data. Notes: The figure plots a sector's percentage change in total employment between 2019Q4 and 2020Q3 by the share of women employees in that sector in 2019Q4. Larger circles indicate sectors with more workers in 2019Q4.



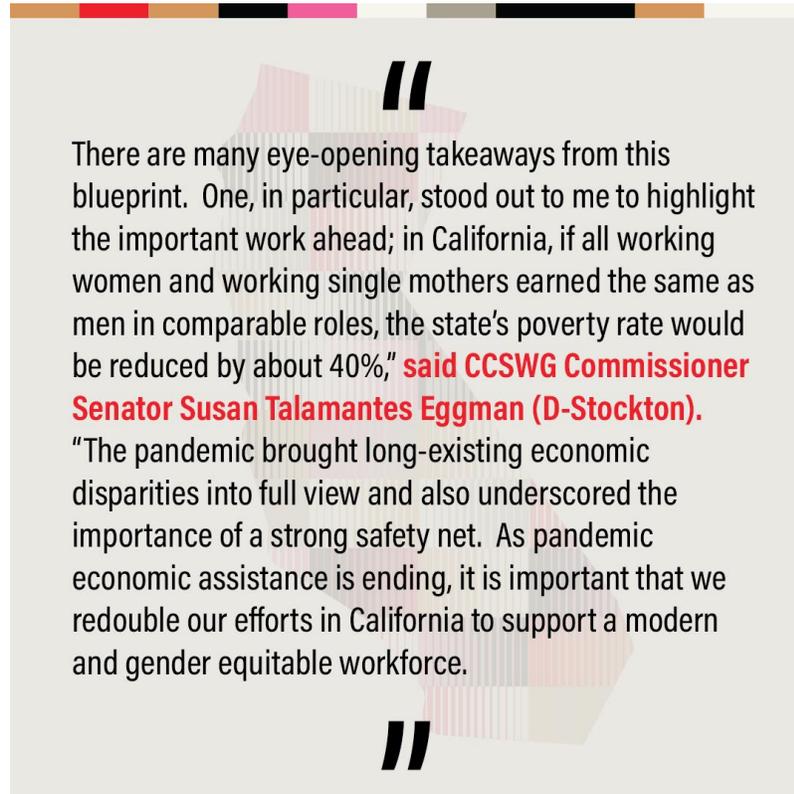
At the onset of the pandemic, we knew women were bearing the brunt of the impact at work and in the home. @CCSWG advocated for an immediate response and research on the economic impact of COVID-19 - we found that #WomenAreEssential to California's Economy.

<https://youtu.be/gotv6PUw9WI>



#WomenAreEssential to California's Economy

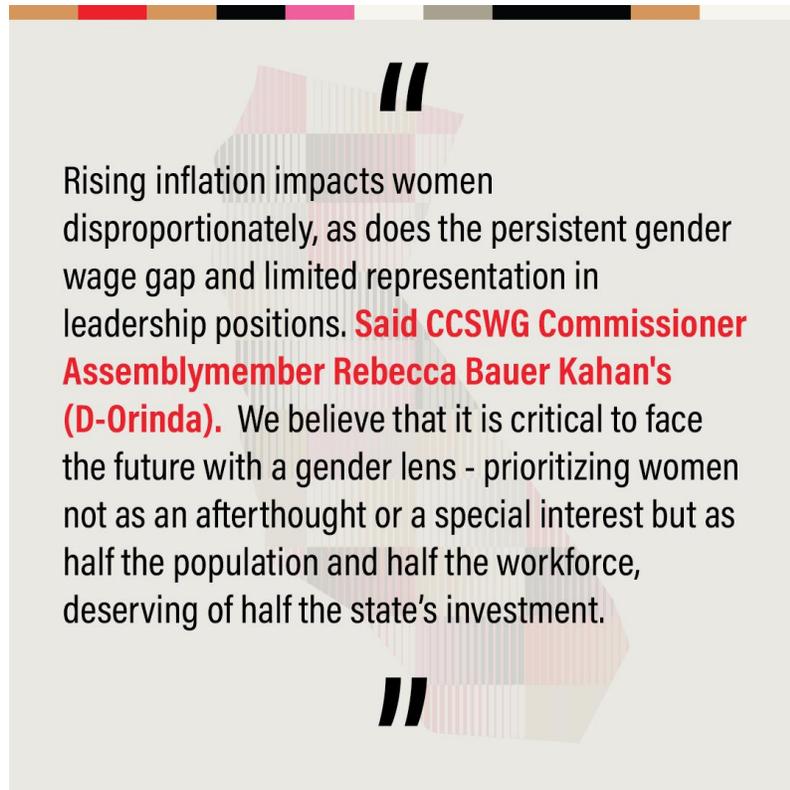
If all CA working women and working single mothers earned the same as men in comparable roles, the state's poverty rate would be reduced by about 40%. **That would add an additional \$68.45 billion to CA's economy!** @CCSWG



The pandemic added an estimated 36 years to the time it will take for women to make the same amount as men, bringing the total to 135 years.

#WomenAreEssential #InvestInUs

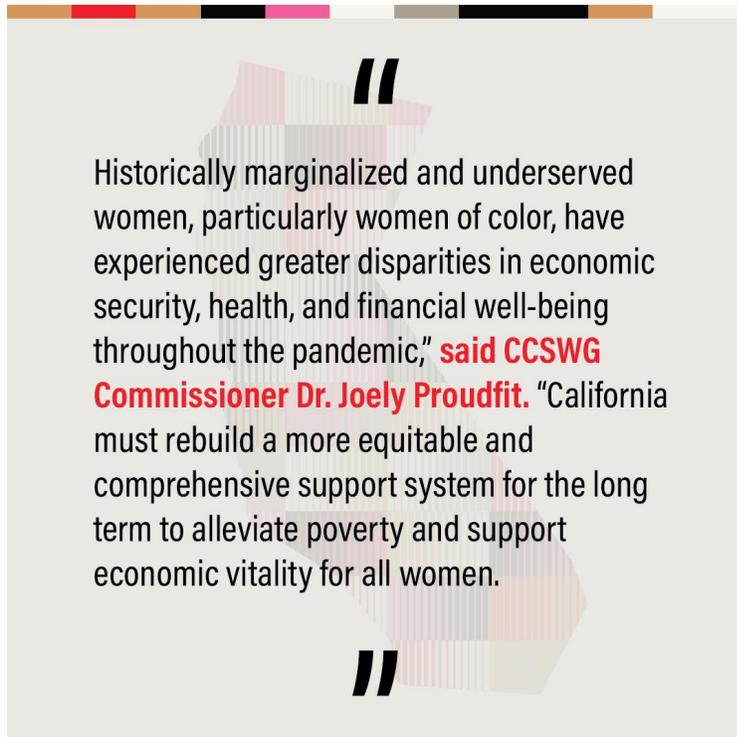
@CCSWG



Historically marginalized and underserved women, particularly women of color, have experienced greater disparities in economic security, health, and financial well-being throughout the pandemic.

#WomenAreEssential #InvestInUs

@CCSWG

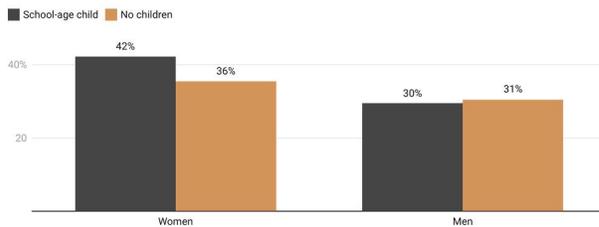


More than 1.4 million moms left the labor force in 2020, with nearly 45% of women who left the workforce citing childcare as one of the reasons, as compared to 14% of the men who left the workforce.

#WomenAreEssential and that's why California needs to #InvestInUs @CCSWG



Reduced working hours at any time between March and July 2020



Source: Survey responses to the University of Southern California Dornsife Center for Economic and Social Research Understanding Coronavirus in America survey, as reported in Figure 2 of "Gender differences in couples' division of childcare, work and mental health during COVID-19" (Zamarro and Prados 2021). Notes: Each bar denotes the share of women (men) who indicated that they reduced their hours worked at some point between May and July 2020. The sample only contains workers who retained the same job between March 2020 and the time of their survey response.

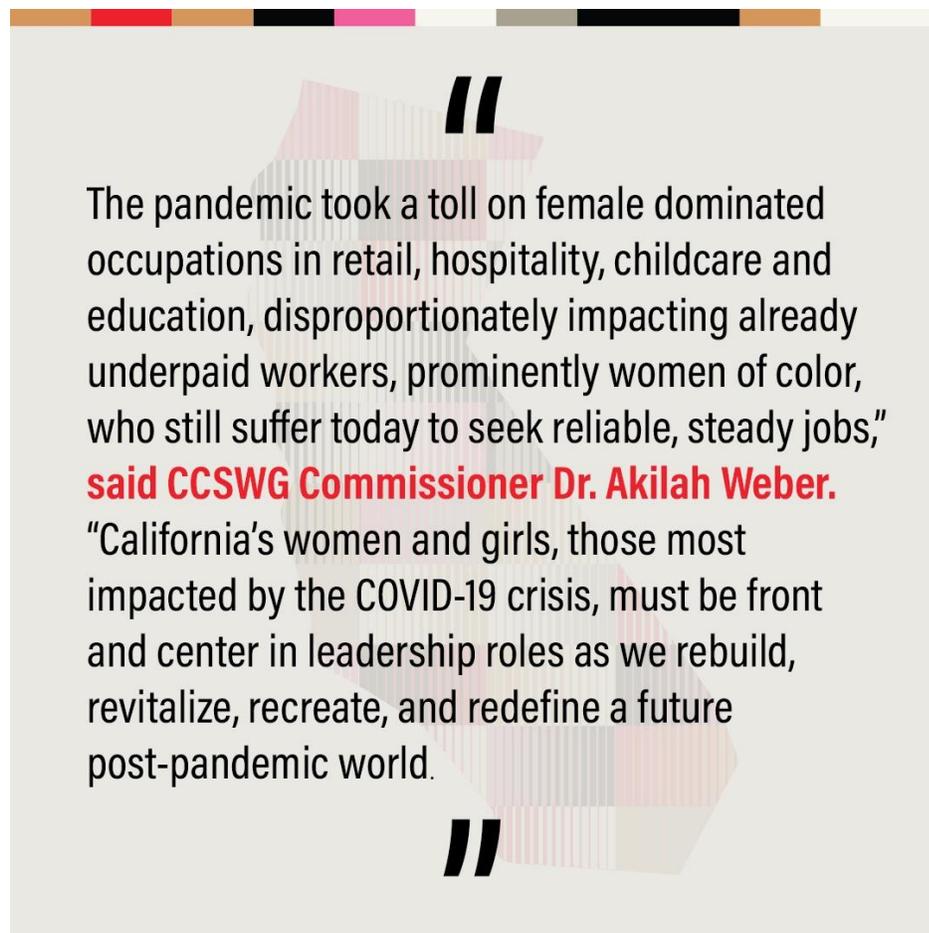


“The pandemic dramatically shifted the full burdens of caregiving and domestic work onto the shoulders of mothers working full time,” **said First Partner Jennifer Siebel Newsom.** “I am grateful the California Commission on the Status of Women and Girls has taken on the critical work of understanding how gender-specific investments—particularly in our caregiving infrastructure—are critical not just to the health of California women and their families, but to California’s economic growth and long-term prosperity.”

70% of women suffered anxiety and more than 50% experienced mild to severe depression. Women of color – more than 60% of California’s female population – continue to be the hardest hit.

#WomenAreEssential #InvestInUs

@CCSWG



Women face an elevated risk of Long Covid and more significant impacts to their workforce participation due to COVID. This, in addition to workplace bias, wage gaps & the disproportionate impact of inflation and debt will prevent women's recovery without intervention. <https://youtu.be/dfMN3qRlbzc>

#WomenAreEssential #InvestInUs

@CCSWG

Facebook and Instagram

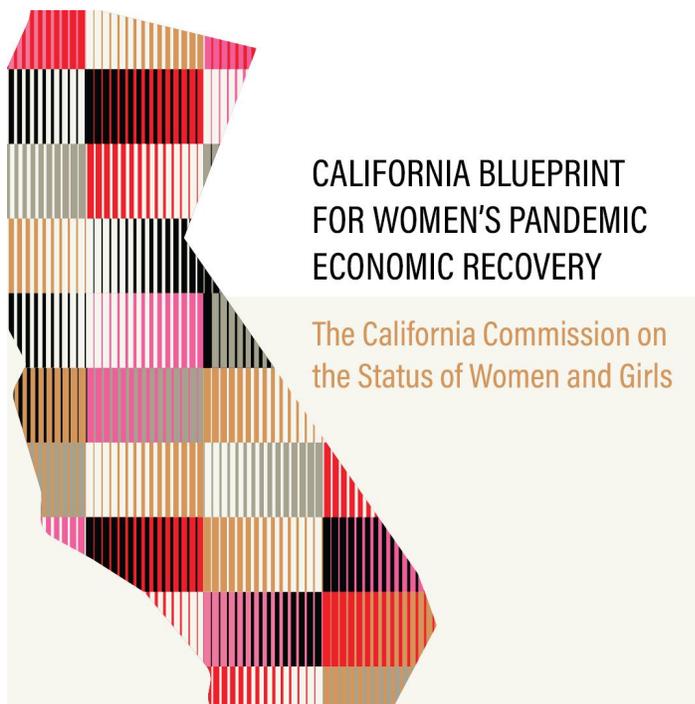
We must continue supporting - and increasing - investments in women across the state. #WomenAreEssential and our success is California's success.

<https://youtu.be/ji0u0a4ce2l>

The California Blueprint for Women’s Pandemic Economic Recovery, the first of its kind, leverages extensive research done in partnership the California Policy Lab and the California Research Bureau that exclusively centers the intersectional economic needs of women as critical to the state’s recovery from the pandemic.

The pandemic disproportionately impacted women. Over the course of the first two years of the pandemic, women in the United States lost more than [5.4 million net jobs](#). This female-led economic crisis exacerbated the cumulative and collective crises women in California were already experiencing.

The erosion of women’s well-being and human rights will undoubtedly continue unless halted by deliberate interventions we must deploy now. That’s why, as part of the @CCSWG we have released the Blueprint to share research and a call for action because #WomenAreEssential.

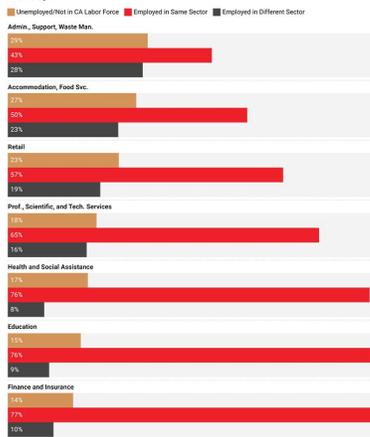


Pandemic unemployment affected poor women, and women without college degrees, hardest. Frontline and service sectors, what we called “essential workers” were the most impacted. In many of these sectors women are occupationally segregated, making up in some cases more than 70% of a particular industry’s workforce.

It is critical to understand that it is not just certain professions or service workers that we lauded as essential – it was women who dominate those sectors as employees. California cannot truly recover from the COVID-19 pandemic without equal investments in our recovery, opportunity, and success.

Our success is California’s success. #WomenAreEssential #InvestInUs

Women’s employment status in 2021 Q3, by sector employed in 2019 Q4



“Pandemic unemployment affected poor women, and women without college degrees, hardest. Frontline and service sectors, referred to as essential workers, were the most impacted where many of these sectors’ women are occupationally segregated, making up in some cases more than 70% of a particular industry’s workforce,” said **CCSWG Commissioner Quinn Delaney**. “It is critical to understand that it is not just certain professions or service workers that we lauded as essential - it was women who dominate those sectors as employees, and it is women who are essential to the economy.”

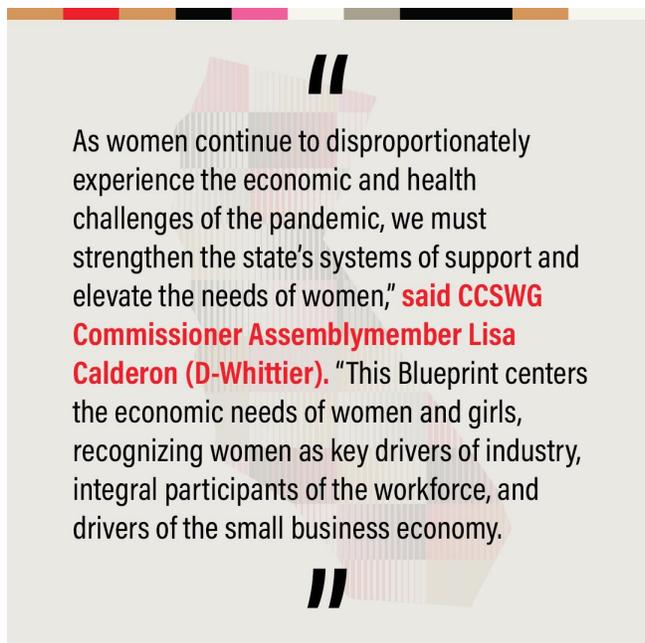
The intersection of race and gender are critical to understanding and promoting the economic well-being of women as a whole.

During the “COVID - 19 recession” more women lost jobs than men. Among those women, Black and Latino immigrant women lost more jobs. More than 6 in 10 Black and Latino women in California lived in households that lost employment income during the pandemic, and more than 4 out of 10 Black and Latino households struggled to pay for expenses like rent, food, and childcare.

These kinds of hurdles can shape a woman’s financial security – and that of her family – for generations.

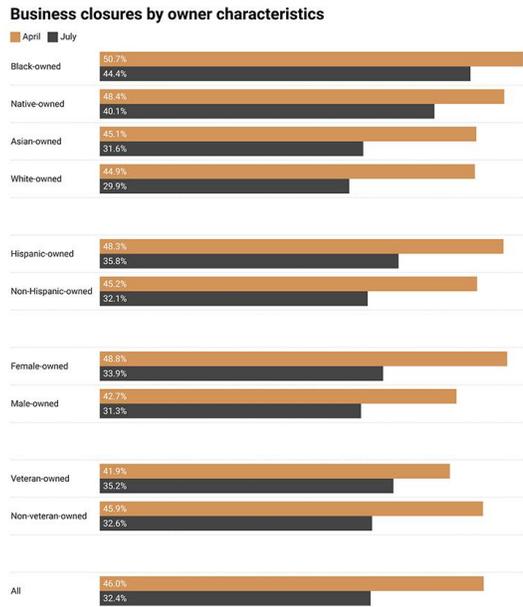
We must strengthen the state’s systems of support and elevate the needs of women and girls. #WomenAreEssential #InvestInUs

<https://youtu.be/24b--jXhr04>

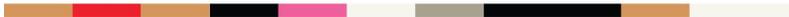


California must not wait until the next crisis before tackling the opportunity to use the lessons from this one to build more equitable support systems. This includes investing resources into small businesses and women entrepreneurs - especially for women of color - to prevent women from falling further behind. Small business drives 46.8% of private workforce employment in California. When it comes to small businesses, #WomenAreEssential

<https://youtu.be/486liXtg49Y>



Source: The Economic Development Collaborative survey. Notes: Data come from a survey of California small businesses conducted between January 2020 and July 2020. Each bar reflects the share of small businesses that reported a temporary or permanent closure in April or July 2020. "Native"-owned businesses include those owned by entrepreneurs of Native American, Native Alaskan, or Pacific Islander ancestry.



Prior to the Federal and State social safety net programs deployed during the apex of the pandemic, national child poverty rates stood at 20%. With social safety net enhancements, that number dropped to 12%, **effectively reducing child poverty by nearly half**. Incredible things are possible when policymakers #InvestInUs



Child poverty rates under different policy interventions

■ Without COVID relief ■ With COVID relief ■ With COVID relief & monthly CTC



Source: Data come from "Monthly Poverty Rates among Children after the Expansion of the Child Tax Credit" (Parolin et al. 2021)
Notes: Each bar reflects the estimated child poverty rate nationwide in July 2021, just after the monthly CTC rolled out.



Pandemic response through government safety-net programs helped women meet life's basic needs," **said CCSWG Commissioner Joelle Gomez.** "Women were able to pay down debt, credit score increased, and in turn, child poverty was significantly reduced, highlighting a clear path forward to an equitable economy that has now been demonstrated to be feasible.